# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
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November 25, 1997

**RJR Account #648240**
TBI CORPORATION

**DORAL $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800005**

Dear Annette:

*DORAL $1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT* has been ordered (see quantities listed below), as well as **15** SKUs of preassembled Counter Displays (Item #535481) to pack and ship the above promotion ***Colony Farms/ Worcester, MA.***. All additional pertinent promotional information is listed below:

| #/ (6M) Cases Promoted Product | Brand Styles | UPC Code |
|---|---|---|
| 1 | *Doral Light 100* | 12300-24750 |
| 1 | *Doral FF 100* | 12300-24751 |

| | |
|---|---|
| Product / Premium Arrival: | **January 5, 1998** |
| Ship Date to Retail: | **Week of: January 19, 1998** |

**Displays (Item #535481)**

| | |
|---|---|
| SKU CUBE: | **0.4965** |
| SKU WT (w/o Product): | **1.5625 lbs** |
| Retail Sales Offer per Sku: | **20 units** |

EFT $ Amount: **$302.08**

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Source: https://www.industrydocuments.ucsf.edu/docs/tnxn0000

$1.00 2-Pack Tear Tape
TBI CORPORATION

**Promotion Description**:
Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

*Brand Styles: Doral Lt 100 / Doral FF 100*

RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$9.80 (0.7 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: H. Battle
L. E. MacWilliams
Att: Wholesaler Packing Instructions

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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Source: https://www.industrydocuments.ucsf.edu/docs/tnxn0000

| SR TERR | RR TERR | ACCT | FULL NAME | ADDR1 | CITY | ST | ZIP | CHAIN ID | CHAIN NAME | VAP WHLSR | VAP WHLSR NAME | VAP SUPPLIER | Doral Jan $1/2pk Display | CTNS Per Brand | Salable Units per Brand | Tot CTns | Tot Salable Units |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 112805 | 112827 | 102745 | COLONY FARMS | 1127 MAIN ST | WORCESTER | MA | 1603 | | 0 | 648240 | TBI CORPORATIO | 901256 | 15 | 30 | 150 | 60 | 300 |

Cartons per Display

| VAP WHLSR NAME | WHLSR # | Dor FF100 | Dor Lt Men 100 |
|---|---|---|---|
| TBI CORPORATION | 648240 | 2 | 2 |

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Source: https://www.industrydocuments.ucsf.edu/docs/tnxn0000

**WHOLESALER PACKING INSTRUCTIONS**

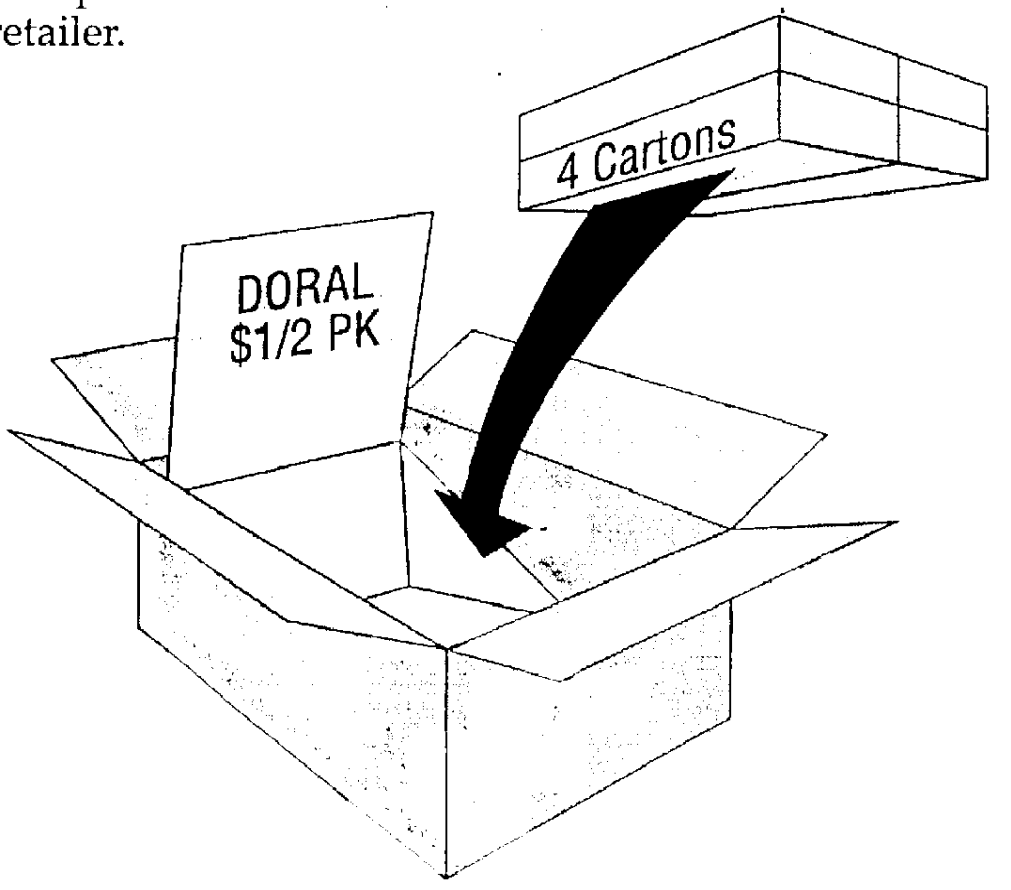
**VALUE ADDED PROMOTIONS** | 1ST QTR.'98

# January DORAL $1.00/2 PK

*($1.00 off 2 packs—Pack Outlets, CTS Pack)*

## STEPS

1. Open DORAL $1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.




**Item:** # 535481 - Pack Outlets
# 535625 - CTS Pack
**Description:** DORAL $1/2 PACKS Display / POS kit

* Pack 4 ctns per display
4 styles may not be / shipped to all Direct Acct

| | | | | | | |
|---|---|---|---|---|---|---|
| * **Brand Style** | LIGHT | LIGHT 100 | LIGHT MEN 100 | FF 100 | | |
| **Number of Cartons** | 1 | 1 | 1 | 1 | | |

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Source: https://www.industrydocuments.ucsf.edu/docs/tnxn0000